

Claims

1. A method for providing an interactive programme service, in which method a
program transmission is sent to at least one first terminal, transmission control data
5 are transferred from a second terminal of a user of the service to the sender of the
programme, and said control data are used for determining the contents of the
transmission, and transmission is performed, **characterized** in that

- 10 - options are sent to said second terminal (300, 301, 302) for user to choose
suitable control data,
- said control data are sent from said second terminal (300, 301, 302) to a
control forwarding node,
- said control data are transferred from the control forwarding node to the
sender (200, 201, 202) of the programme, and
- 15 - said determining of the contents of the transmission is realized
automatically.

2. A method according to claim 1 for providing an interactive programme
service, **characterized** in that said first terminal is at least one of the following:
20 television receiver and radio receiver.

3. A method according to claim 1 for providing an interactive programme
service, **characterized** in that said second terminal (300, 301, 302) is a mobile
communication device.

25 4. A method according to claim 1 for providing an interactive programme
service, **characterized** in that said first terminal is second terminal (300, 301, 302).

30 5. A method according to claim 1 for providing an interactive programme
service, **characterized** in that said forwarding node is a public server (100) to
which any user (400) of the programme service may send.

6. A method according to claim 1 for providing an interactive programme
service, **characterized** in that

- 35 - said forwarding node is a user-specific service page (600, 601, 602),

- said transmission is realized in file format to the network address (500, 501, 502) of said user, and
- said file is transferred from said network address to the user's first terminal.

5 7. A method according to claim 1, **characterized** in that the transmission control data are selections of options associated with a given transmission.

8. A method according to claim 6, **characterized** in that the transmission control data are selections for the whole transmission.

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9. A method according to claim 1, **characterized** in that in addition to the programme transmission the sender sends response information to the user.

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10. A method according to claim 9, **characterized** in that said response information is delivered in the form of e-mail, SMS message or voice mail.

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11. A method according to claim 1, **characterized** in that the transmission data and transmission control data are placed in frames according to the FTP, Telnet, FTAM or SMS protocol on the application layer.

12. A method according to claim 1, **characterized** in that said transmission is a radio or television transmission.

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13. An arrangement for providing an interactive programme service, which arrangement comprises at least one first terminal for representing the programme, a second terminal of a user of the service, the sender of the programme, and a two-way communication system between these two, **characterized** in that

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- said arrangement is arranged to send options to said second terminal (300, 301, 302) for user to choose suitable control data

- said communication system comprises a forwarding node for transferring transmission control data from the second terminal (300, 301, 302) to the sender (200, 201, 202) of the programme,

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- said sender of the programme comprises means for determining the contents of the transmission automatically according to said control data.

14. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said first terminal is at least one of the following: television receiver and radio receiver.
- 5 15. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said second terminal (300, 301, 302) is a mobile communication device.
- 10 16. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said first terminal is second terminal (300, 301, 302).
- 15 17. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said forwarding node is a public server (100) to which any user (400) of the programme service may send.
18. An arrangement according to claim 13 for providing an interactive programme service, where the transmission is realized in file format, **characterized** in that
- said forwarding node is a user-specific service page (600, 601, 602),
 - 20 - said communication system comprises the user's network address (500, 501, 502) and means for transferring transmission files from the sender to said network address, and
 - said communication system further comprises means for transferring said files from said network address to the user's terminal.
- 25 19. An arrangement according to claim 13, **characterized** in that said terminal (300, 301, 302) is a mobile station.
- 30 20. An arrangement according to claim 18, **characterized** in that said network address (500, 501, 502) is the user's IP address, phone number, answering machine number or fax number.
- 35 21. An arrangement according to claim 18, **characterized** in that said means for transferring transmission files comprise a broadband XDSL, ADSL or UMTS channel.